

IN THE CLAIMS

1. (Currently Amended) A method for broadcasting addressed data to a plurality ~~multiplicity~~ of users (9), ~~in which method, comprising:~~  
providing at least one information data base (3) ~~is set up that contains the~~ <sup>stores</sup> includes data ~~intended to be sent~~ transmitted through a broadcast channel[[,]]; ~~in which method~~  
storing transmission criteria (50) ~~are stored, at least certain~~ wherein the transmission criteria ~~containing~~ includes an address of a user[[,]] or a user group, as well as an indication ~~about~~ of the data from the information data base (3, 3') ~~which have to be transmitted to this~~  
the user or user group[[,]]; ~~and in which method~~  
automatically selecting the data to be transmitted ~~are automatically selected~~ according to the stored transmission criteria, wherein  
3 ? the filed stored data are obtained from a ~~multiplicity~~ plurality of external information suppliers (4);  
~~an indication about~~ information of at least one broadcasting channel, selected from among different broadcasting channels, ~~via~~ through which the ~~filed~~ selected data are to be transmitted, is stored with the transmission criteria; and  
the automatically selected data are transmitted through the selected broadcasting channel (8) to the ~~indicated~~ user (9) or to the ~~indicated~~ user group.

2. (Currently Amended) The method according to Claim 1, wherein at least certain of the selected data are transmitted as messages through a cellular digital mobile radio network (8).

3. (Currently Amended) The method according to Claim 1, wherein at least certain of the selected data are transmitted as messages for paging systems.

4. (Currently Amended) The method according to Claim 1, wherein at least certain of the selected data are transmitted through the Internet as addressed messages, ~~for example~~ including as e-mail.

5. (Currently Amended) The method according to Claim 1, wherein at least certain of the selected data are transmitted through a teletext channel as a teletext page.

6. (Currently Amended) The method according to Claim 1, wherein at least certain of the selected data are transmitted through a public telecommunications network as a fax.

7. (Currently Amended) The method according to Claim 1, wherein ~~selected~~ the data ~~may be~~ is shown on display panels.

8. (Currently Amended) The method according to Claim 1, wherein at least certain of the selected data are multimedia data.

9. (Currently Amended) The method according to Claim 1, wherein at least certain transmitted information comprises at least one order code ~~which the~~ that recipients ~~(9)~~ pass on directly to a supplier ~~(1, 17)~~ to order products or services.

10. (Currently Amended) The method according to Claim 1, wherein at least certain of the users administrate transmission criteria ~~(50)~~ through at least one telecommunications system ~~(8, 14)~~.

11. (Currently Amended) The method according to Claim 10, wherein at least certain of the users administrate transmission criteria ~~(50)~~ through the Internet ~~(11)~~.

12. (Currently Amended) The method according to Claim 10, wherein at least certain of the users administrate transmission criteria ~~(50)~~ with special messages through a mobile radio network ~~(8)~~.

13. (Currently Amended) The method according to Claim 10, wherein at least certain of the users administrate transmission criteria ~~(50)~~ with standardized order codes through a

mobile radio network (8), the identity of the users being automatically established with a user data base (131) in the mobile radio network.

14. (Previously Presented) The method according to Claim 1, wherein the transmission criteria comprise at least one category of desired information.

15. (Previously Presented) The method according to Claim 1, wherein at least certain of the transmission criteria comprise at least one data service.

16. (Currently Amended) The method according to Claim 1, wherein at least certain of the transmission criteria comprise a standardized set of various data from different information providers (1).

17. (Previously Presented) The method according to Claim 16, wherein ~~the particular~~ data in the <sup>stand.</sup> set comprise all the information concerning an exhibition necessary for the visitors.

18. (Previously Presented) The method according to Claim 1, wherein at least certain of the transmission criteria comprise transmission time criteria.

19. (Previously Presented) The method according to Claim 1, wherein at least certain of the transmission criteria comprise transmission periodicity criteria.

20. (Previously Presented) The method according to Claim 1, wherein at least certain of the transmission criteria comprise event criteria.

21. (Currently Amended) The method according to Claim 1, wherein at least certain of the transmission criteria indicate certain data ~~which~~ that are filed in the information data base (3) only if at least one user has selected ~~these~~ the certain data.

22. (Previously Presented) The method according to Claim 1, wherein the transmission of data to the user is billed with a billing system.

23. (Currently Amended) A data broadcasting system (17) for the broadcasting of addressed data to a multiplicity of users (9) ~~which data broadcasting system (17) contains,~~  
comprising:

at least one information data base (3) ~~in which~~ configured to store data ~~are able to be~~  
~~filed that are~~ intended to be transmitted through a broadcasting channel (8), ~~which data~~  
~~broadcasting system (17) contains~~

B  
a storage area configured to store (50) ~~in which~~ storage area (50) transmission criteria  
for each user (9) or each user group ~~are able to be filed,~~ wherein the at least certain  
transmission criteria ~~containing~~ include an address of a user or a user group as well as an  
indication ~~about~~ of the data from the information data base (3, 3') ~~which have to be~~  
transmitted to ~~this~~ the user or ~~this~~ the user group[[,]]; and ~~which data broadcasting system~~  
(17) ~~comprises~~

an information dispatcher (5) ~~for automatic selection of~~ configured to automatically  
select data from the information data base (3, 3'), ~~which data~~ that fulfill the desired  
transmission criteria of at least one user (9), wherein

the data broadcasting system (17) is configured ~~set up~~ such that ~~the able to be filed~~  
data from a ~~multiplicity~~ plurality of information suppliers (4) are transmitted through at least  
one communication channel (2) ~~in to~~ the information data base (3, 3'),

the transmission criteria comprise information of ~~an indication about~~ at least one  
broadcasting channel selected from among different broadcasting channels (8, 8', 8'') through  
which the data from the information data base are to be transmitted, and

the data broadcasting system (17) comprises at least one output driver (7) for  
transmission of selected data through the selected broadcasting channel (8) to the ~~respective~~  
user (9) or user group.

24. (Currently Amended) The data broadcasting system according to Claim 23, ~~wherein it comprises~~ further comprising a plurality of output drivers (7) for transmission of data to the user (9) through a corresponding plurality ~~multiplicity~~ of transmission channels (8) in accordance with the ~~filed~~ transmission criteria.

25. (Currently Amended) The data broadcasting system according to Claim 23, wherein the said output drivers (7) comprise at least one driver for a cellular digital mobile radio network (8) to transmit selected data as messages to mobile radio telephones (9).

26. (Currently Amended) The data broadcasting system according to Claim 23, wherein the said output drivers (7) comprise at least one driver for a pager network to transmit selected information as pager messages to pager terminals.

B 27. (Currently Amended) The data broadcasting system according to Claim 23, wherein ~~the~~ said output drivers (7) comprise at least one driver for the Internet, to transmit selected information as e-mail.

28. (Currently Amended) The data broadcasting system according to Claim 23, wherein the said output drivers (7) comprise at least one driver for a DAB network to transmit selected information as a radio program-accompanying service.

29. (Currently Amended) The data broadcasting system according to Claim 23, wherein the said output drivers (7) comprise at least one driver for a teletext system to transmit selected information as a teletext page.

30. (Currently Amended) The data broadcasting system according to Claim 23, wherein ~~the~~ said output drivers comprise at least one fax driver (7) to transmit selected information as a fax.

31. (Currently Amended) The data broadcasting system according to Claim 23, wherein ~~the~~ said output drivers comprise at least one driver for display panels to display selected information on display panels.

32. (Currently Amended) The data broadcasting system according to Claim 23, wherein at least certain transmitted data are linked with order messages, wherein said ~~which~~ order messages are able to be passed on by ~~the~~ recipients (9) to a suitable system (12) to request products or services.

33. (Currently Amended) The data broadcasting system according to Claim 23, wherein ~~it is set up such that~~ the transmission criteria in ~~the~~ said storage area (50) are able configured to be administered by the users through at least one telecommunications system (8, 14).

34. (Currently Amended) The data broadcasting system according to Claim 33, wherein ~~it is set up such that~~ the transmission criteria in ~~the~~ said storage area (50) are able configured to be administered by the users by using ~~with the aid of~~ the Internet (11).

35. (Currently Amended) The data broadcasting system according to Claim 33, wherein ~~it is set up such that~~ the transmission criteria in ~~the~~ said storage area (50) are able configured to be administered by the users with special messages through a mobile radio network (8).

36. (Currently Amended) The data broadcasting system according to Claim 23, wherein ~~it is set up such that~~ the transmission criteria in the said storage area (50) are able configured to be administrated by the users with standardized order codes through a mobile radio network (8), the identity of the users being automatically established in the mobile radio network with a user data base (131).

37. (Currently Amended) The data broadcasting system according to Claim 23, wherein the transmission criteria (50) comprise at least one data type.

38. (Currently Amended) The data broadcasting system according to Claim 23, wherein at least certain of the transmission criteria (50) indicate at least one data service.

39. (Currently Amended) The data broadcasting system according to Claim 23, wherein at least certain of the transmission criteria comprise a standardized set of various data from different information suppliers (1).

40. (Currently Amended) The data broadcasting system according to Claim 39, wherein ~~the particular~~ data in the standardized set comprise all the information concerning an exhibition necessary for ~~the~~ visitors.

41. (Previously Presented) The data broadcasting system according to Claim 23, wherein at least certain of the transmission criteria comprise transmission time criteria.

42. (Previously Presented) The data broadcasting system according to Claim 23, wherein at least certain of the transmission criteria comprise transmission periodicity criteria.

43. (Previously Presented) The data broadcasting system according to Claim 23, wherein at least certain of the transmission criteria comprise event criteria.

44. (Currently Amended) The data broadcasting system according to Claim 23, wherein at least certain of the transmission criteria (50) indicate data ~~which~~ that are ~~filed~~ stored in the information data base (3) only if at least one user has selected ~~these~~ the data.

45. (Currently Amended) The data broadcasting system according to Claim 23, ~~wherein it further comprises~~ comprising a billing system (6) to bill the transmission of information to the user.